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Message Text

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PAGE 01 STATE 029224
ORIGIN COME-00

INFO OCT-01 AF-10 ISO-00 EB-08 /019 R

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R 031558Z PEB 78
FM SECSTATE WASHDC
TO AMEMBASSY DAKAR
INFO AMEMBASSY NAIROBI

UNCLAS STATE 029224

E.O. 11652: N/A

TAGS: BEXP, XJ

SUBJECT:AFRICAN COMMERCIAL OFFICERS CONFERENCE: PANEL
DISCUSSION LEADERS

REF: STATE 017677

1. COMMERCE/STATE PROPOSE PAUL E. BEHNKE (DAKAR) REPLACE ARMA JANE KARAER AS CO-DISCUSSION LEADER WITH JOHN A. BARCUS FOR PANEL OF THE WHOLE NO. 4. "ROLE OF THE COMMERCIAL OFFICER IN ASSISTING HOST NATIONS TO FORMULATE LONG-RANGE MARKETING PLANS" (FEB. 23, 1500-1545).

2. BEHNKE'S FORMAL PRESENTATION SHOULD TAKE APPROXIMATELY 10 MINUTES TO ALLOW TIME FOR FULL GROUP DISCUSSION PLEASE CONSIDER ADDRESSING, BUT DO NOT CONFINE YOURSELF TO THE FOLLOWING QUESTIONS EITHER IN YOUR PRESENTATION OR DURING THE ENSUING DISCUSSION PERIOD:
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PAGE 02 STATE 029224

A. WHAT IS THE ROLE OF THE COMMERCIAL OFFICER IN AFRICA IN ASSISTING LOCAL GOVERNMENTS TO FORMULATE MARKETING PLANS?

B. DOES THE FSO IN AFRICA OPERATE UNDER UNIQUE CONDITIONS, IF SO WHAT ARE THEY?

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C. HOW CAN THE FSO MAKE THE CONTACTS NECESSARY TO PARTICI-
PATE IN THE FORMULATION OF LONG-RANGE MARKETING PLANS AND
HOW EFFECTIVE CAN HE BE IN THE FINAL ANALYSIS?

3. FSO BEHNKE REQUESTED TO CONFIRM WILLINGNESS TO LEAD
THIS PANEL DISCUSSION BY COB FEB. 6, 1978. REGRET SHORT
NOTICE. VANCE

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NNN

*** Current Handling Restrictions *** n/a
*** Current Classification *** UNCLASSIFIED
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Message Attributes

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To: DAKAR
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